2007 Survey of Public Attitudes and Behaviours Toward the Environment

The 2007 survey establishes a representative picture of what people in England think and how they behave across a range of issues relevant to the environment.

These data follow from previous Environmental surveys run by Defra and its predecessors in 1986, 1989, 1993, 1996-7 and 2001. Some questions are comparable allowing time series analysis. These surveys can be accessed from the following links:

- SN 4741 -Survey of Public Attitudes to Quality of Life and the Environment, 2001
- Survey of public attitudes toward the environment and quality of life, 1996-7
- SN 3329 Survey of Public Attitudes to the Environment, 1993
- SN 2685 Survey of Public Attitudes to the Environment, 1989
- SN 2684 Survey of Public Attitudes to the Environment, 1986

The data were collected from a representative sample of approximately 3,600 individuals in England during spring 2007. The sample was similar in size to the 2001 survey.

The survey was administered on behalf of Defra by the British Market Research Bureau (BMRB) and they provided a full report to Defra which includes analysis of every question in October 2007. This can be found on the Defra website here:

- http://www.defra.gov.uk/environment/statistics/pubatt/

Basic Quality Information

Relevance: These results are relevant to Defra and Government policy on many areas including climate change. They provide data that will allow assessment of current levels of behaviour in different environmental subject areas, particularly transport, energy efficiency and recycling. The data also give an insight into people's attitudes, and are being used to cluster the population into segments that will facilitate better targeting of information and publicity.

Accuracy: These data were collected by the British Market Research Bureau (BMRB) on behalf of Defra. They were contracted to administer a 45 minute survey entitled "*2007 survey of public attitudes and behaviours toward the environment*" on a sample of 3,600. After fieldwork was complete, the exact sample size was 3,618 and the interviews took an average of 51 minutes.

BMRB also administered 15 minutes of additional questions that did not fit on the main survey to a sample of 1,661 as part of an omnibus survey.

Both surveys involved face-to-face, computer-assisted (CAPI) interviews of adults (16+) in England, at home using the sample design detailed below.

Sampling: BMRB utilised 'random location' sampling. Primary sampling units (PSUs) for random location samples were selected with a probability proportionate to size, containing approximately 300 addresses. A total of 378 PSUs were selected for the survey, with 9-10 interviews achieved in each area. Research shows only minor divergence between the results from random samples and high quality quota samples such as used here. The results of the weighting analysis, (see below) show the sample taken by BMRB was representative.

Weighting: BMRB's statistical team carried out an analysis of the finished dataset to identify the best weighting variables and apply cell, rim or other form of calibration weighting as necessary. This checked whether there was need to bring the sample in line with the population profile on key variables. The weights should only be applied if they will demonstrably reduce bias (i.e. there should be a correlation between the demographic data and key survey data), and this was not applicable for these survey results – i.e. BMRB reported that there was no need to weight to correct for any disproportionate element in the sample design.

Timeliness: The fieldwork was completed by June 2007. Analysis and quality assurance were completed in the intervening period between release of reports / data to ensure accuracy and accessibility of the results.

Accessibility: Results and analysis are available in the statistics section of the Defra website. The data themselves are being made available via this submission to the UK data archive.

Comparability and coherence: This survey has undergone a major overhaul since data were last collected in 2001 to improve and re-focus the questions to today's policy agenda. Limited time series have are available. The survey itself can be found on the statistics section of the Defra website so that the wording of a particular question can be compared with questions used to collect similar data on other surveys. For example, the National Travel Survey administered by the Department for Transport includes questions on method / frequency of travel.

Technical Information for SPSS Files

The results for each question are represented by one or more variables. Each variable has a short variable name displayed on the data view tab. On the variable view tab, each variable is shown with meta data information that is required to have a full understanding of each question. This includes the "label" which shows the full question asked and the question number from the

copy of the survey itself (e.g. B1, F3 etc), and the “values” which show what each code in the data table means for that variable. Standard SPSS conventions have been applied with non-response answers such as “don’t know” or “no answer” coded as minus values like “-1” or “-2”. Individual questions from the survey follow 2 formats:

1. Data for most questions is represented by a variable on a one to one basis with all possible answers allocated a different code.

2. Data for some questions are represented by several “yes/no” or “1/0” variables. For example, when asked what stops them from recycling more than they currently do, respondents could give more than one answer. Therefore, results for this question, and those like it, take the format of one variable for every possible answer. For example, on the recycling question, answers included “no doorstep collection”, and “no where to store it”, each of which is represented by its own variable. This allows a practical way for those who cited both (and others) as a reason to be most easily recorded. That is, each respondent, or data row, has a “yes/no” or “1/0” code for each possible answer relating to an overarching question.

This set-up applies to both the main survey results file and the Omnibus survey results file.

Defra Survey of Attitudes, Knowledge and Behaviour in relation to the Environment

Final questionnaire Version 12.0
31/03/07

Section A:	Household and respondent characteristics Wellbeing TGI Life Values (for Fusion)
Section B:	Travel behaviour
Section C:	Energy and water efficiency in the home
Section D:	Recycling, composting and reducing waste
Section E:	Purchasing behaviours
Section F:	Awareness and attitudes in relation to the environment/climate change
Section G:	Further household and respondent characteristics

A HOUSEHOLD AND RESPONDENT CHARACTERISTICS, WELLBEING

Household and respondent characteristics

First of all, I'd just like to ask some questions about you and your household.

ASK ALL
SHOW CARD A1

A1 Which of the statements on this card applies to you?

Working full time
Working part time
On a local or government training scheme (GTS)
On an Apprenticeship
Registered unemployed/signing on for jobseekers allowance
Not registered unemployed but seeking work
At home/not seeking work
Long-term sick or disabled
Retired
In full-time education
Other (specify)
Don't know
Refused

A2 Including yourself, how many people usually live here? Please include all adults and children.

ENTER NUMBER

IF 2+ PEOPLE in household (INCLUDING RESPONDENT), ASK FOR EACH OTHER HOUSEHOLD MEMBER. IF RESPONDENT ONLY, GO TO A7

A3 IF 3+ PEOPLE IN HOUSEHOLD INCLUDING RESPONDENT, QUESTION TEXT TO READ: "Please could you tell me about the other people in the household,starting with the oldest.

What relationship is this person to you? So they are your…

IF 2 PEOPLE IN HOUSEHOLD INCLUDING RESPONDENT QUESTION TEXT TO READ:

What relationship is the other person to you? So they are your…

1. Husband/Wife
2. Partner
3. Son/daughter (incl. adopted, foster, step)
4. Son/daughter (in law)
5. Mother/father (incl. adopted, foster, step)
6. Mother/father (in law)
7. Brother/Sister (including step, foster and adopted)
8. Grandparent
9. Grandchild
10. Other relative
11. Other non relative

Don't know
Refused

A4 ASK OR CODE IF OBVIOUS: And are they male or female?

Male
Female
Refused

A5 And how old is he/she?

ENTER AGE IN YEARS TO THE CLOSEST YEAR. IF LESS THAN 6 MONTHS OLD, ENTER 0.

NUMERIC RANGE 0…99
Don't know
Refused

IF MARRIED/LIVING WITH PARTNER. OTHERS GO TO A7
SHOW CARD A1 AGAIN

A6 Which of the statements on this card applies to your [spouse/partner]

Working full time
Working part time
On a local or government training scheme (GTS)
On an Apprenticeship
Registered unemployed/signing on for jobseekers allowance
Not registered unemployed but seeking work
At home/not seeking work
Long-term sick or disabled
Retired
In full-time education
Other (specify)
Don't know
Refused

ASK ALL

Next a few questions about your home and the area you live in

SHOW CARD A2

A7 First of all, which of these best describes your home?

Detached house
Semi-detached house
Terraced house
Bungalow
Flat (in a block of flats)
Flat (in a house)
Maisonette
Other (specify)
Don't know
Refused

SHOW CARD A3

A8 In which of these ways do you occupy this accommodation?

Own it outright
Buying it with the help of a mortgage or loan
Pay part rent and part mortgage (shared ownership)
Rent it
Live here rent free (inc. rent free in relative/friend's property, excluding squatting)
Squatting
Don't know

IF CODES 3-5 AT A8

A9 Does the accommodation go with the job of anyone in the household?

Yes
No
Don't know

IF CODES 3-5 AT A8

A10 Who is your landlord?

PROMPT TO PRECODES

Local authority/council/new town development
A housing association, charitable trust or local housing company
Employer (organisation) of a household member
Another organisation
Relative/friend (before you lived here) of a household member
Employer (individual) of a household member
Another individual private landlord
Not applicable – living rent-free with parents
Other (Specify)
Don't know

ASK ALL

A11 Do you know roughly when your home was built?

PROMPT IF NECESSARY

1929 or earlier
1930-1965
1966-1994
1995 or later
Don't know
Refused

ASK ALL

A12 And how long have you lived in your current home?

Up to 1 year
More than 1 year, up to 2 years
More than 2 years, up to 5 years
More than 5 years, up to 10 years
More than 10 years, up to 20 years
More than 20 years
Don't know
Refused

A13 Do you have a garden?

PROMPT IF NECESSARY

Yes – own garden
Yes – garden shared with others
No
Don't know

SHOW CARD A4

A14 Which phrase on this card best describes the area where you live?

A big city
The suburbs or outskirts of a big city
A town or a small city
A country village
A farm or home in the countryside
Other (specify)
Don't know

Wellbeing

ASK ALL
SHOW CARD A5

A15 The next few questions ask about some different aspects of your life.

First, all things considered, how satisfied are you with your life as a whole nowadays? Please answer using this card, where 0 means extremely dissatisfied and 10 means extremely satisfied.

0 (Extremely dissatisfied) - 10 (Extremely satisfied)
Don't know
Refused

Wellbeing Value statements

A16 SHUFFLE PACK A
SHUFFLE CARDS AND HAND TO RESPONDENT WITH SORTING BOARD A

Next, please could you look at these cards and place them on this board to show how much you agree or disagree with the statements on the cards.

ASK RESPONDENT TO READ BACK NUMBERS IN EACH ANSWER CATEGORY, STARTING WITH 'DEFINITELY AGREE'

1. In general I feel very positive about myself
2. I spend a lot of time worrying about things

Definitely agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Definitely disagree
Not applicable
(NOT ON SORTING BOARD) Don't know

B TRAVEL BEHAVIOUR

Car use

Now some questions about your use of transport

ASK ALL

B1 How many cars or vans are available in your household for you to use either as a driver or a passenger?

NUMBER OF CARS OR VANS
Don't know

IF 1+ CARS/VANS
SHOW CARD B1

B2 [IF 1: Which of these describes the engine size of this car/van? IF 2+: Thinking of the (first/second etc.) car/van, which of these describes its engine size?]

Small engine – up to 1,400cc
Medium engine – 1,401 – 2,000cc
Large engine – 2,001+ cc
Don't know

ASK FOR EACH CAR/VAN

B3 And does it have a petrol engine, a diesel engine or something else?

Petrol
Diesel
Electric
Hybrid
Other (specify)
Don't know

ASK ALL
SHOW CARD B2

B4 How often do you personally use the following to travel? READ OUT …

1. A car or van as a driver
2. A car or van as a passenger
3. A motorbike, moped or scooter
4. A bicycle
5. A bus
6. The underground, metro, tram or light railway
7. Overland trains

6-7 days a week
3-5 days a week
1-2 days a week
Once a fortnight
Once a month
Several times a year
Once a year
Less often
Never
Don't know

B5 About how far, in miles, do you live from …

PROMPT IF NECESSARY: Please give your best estimate.

INTERVIEWER: RECORD JOURNEYS OF HALF A MILE OR LESS AS 'Half a mile or less'
IF RESPONDENT DOES NOT TRAVEL TO WORK/STUDY/DO SHOPPING (E.G. WORKS/STUDIES AT HOME, DOES ALL SHOPPING ON INTERNET) THEN CODE AS "Not applicable"

1. (IF WORK) your usual place of work?
2. (IF IN FULL TIME EDUCATION) the place where you study?
3. the place where you do your main food and grocery shopping?

Numeric (miles)
Half a mile or less
Not applicable
Don't know
Refused

ASK WHERE B5 DOES NOT = NOT APPLICABLE

B6 And how do you usually get to…?

1. (IF TRAVEL TO WORK) your usual place of work?
2. (IF TRAVEL TO PLACE OF STUDY) the place where you study?
3. the place where you do your main food and grocery shopping?

IF MORE THAN ONE MODE OF TRANSPORT, PROMPT FOR MODE USED FOR THE PART OF JOURNEY THAT IS FURTHEST IN DISTANCE

IF CANNOT SPECIFY ONE MODE ONLY, RECORD AS 'OTHER' AND RECORD MODES

Drive
Get a lift with someone from household
Get a lift with someone outside household
Motorcycle/moped/scooter
Taxi/minicab
Bus
Train
Underground/Metro/Tram/Light railway
Cycle
Walk
Other (specify)
Don't know

ASK FOR WORK OR STUDY ONLY AND ONLY WHERE JOURNEY WAS MADE BY CAR, TAXI OR MOTORBIKE

B7 Have you ever made this journey by another method?

Yes
No
Don't know

IF YES AT B7

B8 The last time you made this journey by another method, how did you get there?

Drove
Got a lift with someone from household
Got a lift with someone outside household
Motorcycle/moped/scooter
Taxi/minicab
Bus
Train
Underground/Metro/Tram/Light railway
Cycled
Walked
Other (specify)
Don't know

IF HAVE CHILDREN 5-16

B9 Does your child/do any of your children usually go to school or college in a car?

Yes
No
Children do not go to school
Don't know

ASK IF YES AT B9
SHOW CARD B3

B10 What are the main reasons your children are usually driven to school or college?

PROBE: Any others?

CODE ALL THAT APPLY.

It is combined with another journey
There are no practical alternatives
Lift share with friends/neighbours
It is the quickest way
It is the most convenient way
I don't feel it's safe for them to go on their own
Another reason (Please specify)
None of these
Don't know

Air travel

Next I'd like to ask you about air travel. I'm just interested in air travel for leisure, holidays and visiting friends or family, not air travel for work or business purposes.

ASK ALL

B11 Did you take any flights in 2006 for leisure, holidays or visiting friends or family?

Yes
No
Don't know

IF YES

B12 How many (FLIGHT TYPE) did you take in 2006? Please count the outward and return flight and any transfers as one flight.

1. flights within the UK
2. flights to other European countries
3. –Flights to countries outside Europe

Numeric range (0 to 99)
Don't know

IF ANY FLIGHTS WITHIN UK

B13 Thinking of the flight(s) you took within the UK, why did you decide to fly rather than use another form of transport?

DO NOT PROMPT, BUT PROBE FULLY: What other reasons did you have for flying? Any others?

Quicker
Cheaper
Easiest/most convenient
Like flying
No alternative
Alternatives are poor services/unreliable
No specific reason – didn't consider alternatives
Other (specify)
Don't know

ASK ALL
SHUFFLE PACK B
SHUFFLE CARDS AND HAND TO RESPONDENT WITH SORTING BOARD B

B14 On these cards are some things people have told us earlier in our research project. Please place the cards on this board to show how much you agree or disagree with each statement.

ASK RESPONDENT TO READ BACK NUMBERS IN EACH ANSWER CATEGORY, STARTING WITH 'STRONGLY AGREE'

1. I find travelling by car can be stressful sometimes
2. I would like to reduce my car use but there are no practical alternatives
3. When I am getting ready to go out, I usually don't think about how I am going to travel, I just get in the car
4. It would be easy for me to reduce my car use
5. I like travelling in a car as a driver or passenger
6. It is important to build more roads to reduce congestion
7. People should be allowed to use their cars as much as they like, even if it causes damage to the environment
8. I would only travel by bus if I had no other choice
9. For the sake of the environment, car users should pay higher taxes
10. Driving my car is too convenient to give up for the sake of the environment
11. Travelling by bus is mainly for people who can't afford any better
12. People who fly should bear the cost of the environmental damage that air travel causes
13. These days I feel guilty taking short haul flights

Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree
Not applicable
(NOT ON SORTING BOARD) Don't know

C ENERGY AND WATER EFFICIENCY IN THE HOME

Energy efficiency

ASK ALL
Next some questions about your home

SHOW CARD C1
C1 Firstly, which of these best describes the outside walls to your home?

Brick cavity walls
Brick or concrete solid walls
Brick - some solid and some cavity
Concrete cladding
Timber frame
Other (Specify)
Don't know

INCLUDE ON CARD: Cavity walls: In most houses and parts of houses built after the 1920s, the external walls are made of two layers with a small air gap or 'cavity' between them. These are known as 'cavity walls'.

IF CODES 1 OR 3 AT C1
C2 Do you have any cavity wall insulation?

Yes, whole house/all cavity walls
Yes, some walls
No, none
Don't know

ASK ALL
C3 Do you have a loft - I mean one that is not inhabited?

Yes
No
Don't know

IF YES AT C3
C4 Do you have any loft insulation?

Yes
No
Don't know

ASK ALL
SHOW CARD C2

C5 What proportion of your outside windows and doors have double or secondary glazing?

All
Most
About half
Less than half
None
Don't know

C6 How many energy saving light bulbs do you have fitted in your home?

IF NOT SURE OF EXACT NUMBER: A rough estimate is ok

Numeric (Include 0)
Don't know

IF NO ENERGY-SAVING LIGHT BULBS AT C6

C7 Have you used energy saving light bulbs in the past?

Yes
No
Don't know

ASK ALL

C8 Why don't you have [any/more] energy-saving light bulbs at the moment?

DO NOT PROMPT. CODE ALL THAT APPLY.
PROBE FOR SPECIFIC REASONS (e.g. REASONS FOR NOT LIKING THEM, RATHER THAN JUST 'I DON'T LIKE THEM')

All light fittings have energy efficient lightbulbs
Not thought about it
Not got round to it
Don't fit light fittings
Cost too much
Don't believe they save you money
Not as bright as ordinary bulbs
Don't like the way they look
Can't use them with dimmer switches
Replacing old bulbs as I need to
Don't know where to buy them
Other reason (specify)
Don't know

ASK ALL
SHOW CARD C3

C9 What is your main type of heating?

IF NECESSARY, PROBE FOR ONE USED MOST OFTEN

CODE ONE ONLY

1. A central heating boiler
2. Electric storage heaters
3. Aga/Rayburn/range cooker providing central heating
4. Warm air system
5. Communal heating system provided by council/housing association/landlord
6. Gas fires/room heaters (mains gas)
7. Bottled gas heaters
8. Electric fires/electric radiators/fan heaters
9. Open fires/coal/wood/solid fuel stoves
10. Paraffin or oil heaters
11. Other (Please specify)
12. None
13. Don't know

IF CODE 1 AT C9

C10 Do you have a condensing boiler?

IF NECESSARY, READ OUT FOLLOWING DEFINITION:
Condensing boilers are modern super-efficient boilers. If you have one you are most likely to have a small white plastic pipe (like a WC overflow pipe) which should run to a nearby outside drain.

Yes
No
Don’t know

IF CODES 1, 3 OR 4 AT C9

C11 How old is your [if 1: boiler/IF 3 OR 4: heating system]?

Up to 1 year old
More than 1 year, up to 5 years old
More than 5, up to 10 years old
More than 10 years old
Don’t know

IF CODES 1 OR 3 OR 4 AT C9
SHOW CARD C4

C12 And what fuel does it run on?

Mains gas
Bottle gas/LGP (Calor etc)
Oil
Solid fuel eg coal
Electricity
Other (Please specify)
Don't know

IF CODES 1, 3, 4 OR 5 AT C9

C13 Do you have a room thermostat?

Yes
No
Don't know

IF YES AT C19

C14 Do you know what temperature your thermostat is set at most of the time?
IF YES: What temperature is it set at?

Temperature in degrees C/F
Varies too much to say
Don't know

ASK ALL

C15 Do you have a hot water tank?

Yes
No
Don't know

IF YES AT C15

C16 Do you have any insulation on your hot water tank?

Yes
No
Don't know

IF YES AT C16

C17 Is it a hard foam or a soft jacket?

Hard foam
Soft jacket
Don't know

ASK ALL

C18 Have you installed or are you seriously considering any of the following … READ OUT …

1. solar panels for electricity?
2. solar water heating?
3. a wind turbine to generate electricity?

Yes – fitted
Yes – seriously considering fitting
No
Don't know

FILTER FROM RELEVANT QUESTIONS FOR EACH ACTION

C19 Which of these have you done or had done for you [IF LIVED IN PROPERTY MORE THAN 5/10 YEARS: in the last 5 years/IF LIVED IN PROPERTY 5 YEARS OR LESS: since you lived here?]

(IF CODES 1 OR 2 AT C2) Fitted or improved cavity wall insulation (excluding walls forming part of a new extension)

(IF YES AT C4) Fitted or improved loft insulation

(IF CODES 1, 2, 3 OR 4 AT C5) Fitted or improved secondary or double glazing (excluding new windows installed in a new extension).

(IF <u>NOT</u> CODES 1, 2, 3 OR 4 AT C5) Used draught-proofing on windows or doors.

(IF 1 OR MORE AT C6 OR YES AT C7) Replaced normal light bulbs with energy saving light bulbs

(IF CODE 1 AT C9 AND CODES 1 OR 2 AT C11) Replaced your boiler

(IF YES AT C16) Fitted or improved insulation on your hot water tank

Yes
No
Don't know

ASK ALL

C20 Does your household buy, or is your household seriously considering buying its electricity on a Green Tariff?

Yes – already buy
Yes – seriously considering
No - neither
Don't know

Water efficiency

ASK ALL
Next some questions about your (household's) water usage.

C21 Firstly, do you have a water meter, so that you are billed based on how much water you use?

ADD IF NECESSARY: A water meter is a device, installed by the water company, that records the amount of water being used in your home. It may be installed underground where the mains water supply comes into your property.

Yes
No
Don't know

IF HAVE WATER METER
C22 Did you request to have a water meter fitted?

Yes
No
Don't know

IF DON'T HAVE WATER METER AT C21
C23 Are you seriously considering asking for one to be installed?

Yes
No
Don't know

C24 If you had a water meter installed, do you think your water bills would increase, decrease or stay about the same?

IF INCREASE/DECREASE: Increase/Decrease a lot or a bit?

Increase a lot
Increase a bit
Stay about the same
Decrease a bit
Decrease a lot
Don't know
Not applicable/Can't fit water meter

SHOW CARD C5

C25 Please could you tell me how often you **personally** do each of the following

1. Leave your TV on standby overnight
2. Leave the lights on in rooms that aren't being used
3. Leave a mobile phone charger switched on at the socket when not in use
4. Fill the kettle with more water than you are going to use
5. Keep the tap running while you brush your teeth
6. Leave the heating on when you go out for a few hours
7. When there is a choice, have a bath rather than a shower
8. Put more clothes on when you feel cold, rather than putting the heating on or turning it up
9. Throw away food because it has gone off
10. Decide not to buy something because you feel it has too much packaging
11. Take your own shopping bag when shopping
12. Re-use things like empty bottles, tubs or jars, envelopes or paper

Always/Very often
Quite often
Sometimes
Occasionally
Never
Not applicable/cannot do this
Don't know

D. REDUCE, REUSE AND RECYCLE

Now some questions about recycling.

ASK ALL
SHOW CARD D1

D1 As far as you know, which of these can you put outside for a council recycling or composting collection? Please just read out the numbers.

1. Paper/Newspapers/magazines
2. Glass bottles/jars/glass
3. Tins/Cans/Foil
4. Cardboard
5. Clothes
6. Shoes
7. Plastic bottles/plastic packaging
8. Food waste
9. Garden waste
10. Other items (Specify)
11. None of these
12. Don't know

IF 1-10 AT D1

D2 Which of these do you normally put outside for recycling or composting collection?

1. Paper/Newspapers/magazines
2. Glass bottles/jars/glass
3. Tins/Cans/Foil
4. Cardboard
5. Clothes
6. Shoes
7. Plastic bottles/plastic packaging
8. Food waste
9. Garden waste
10. Other items (Specify)
11. None of these
12. Don't know

ASK ALL WITH A GARDEN

D3 Do you have a compost bin or heap that you use to compost garden or kitchen waste?

Yes
No
Don't know

ASK ALL

D4 Is there a bottle bank or recycling bank in your area where you can take things like bottles, cans or paper to recycle?

Yes
No
Don't know

IF YES AT D4

D5 Do you [or your household] ever use these facilities?

Yes
No
Don't know

IF YES AT D5

D6 What things do you take to recycle?

DO NOT PROMPT. CODE ALL THAT APPLY.

PROBE FULLY: What else? Anything else?

1. Paper/Newspapers/magazines
2. Glass bottles/jars/glass
3. Tins/Cans/Foil
4. Cardboard
5. Clothes
6. Shoes
7. Plastic bottles/plastic packaging
8. Other items (Specify)
9. None of these
10. Don't know

ASK ALL

D7 What, if anything, stops you recycling more than you do at the moment?
PROBE FULLY: What else? Anything else?
DO NOT PROMPT. CODE ALL THAT APPLY.

Lack of doorstep collection
Lack of recycling facilities locally
Cannot get to local recycling facilities/recycling centre
Lack of space to store recyclables
Do not know what I can/cannot recycle/unclear labelling
Not enough time
Too much effort
Recycling is unhygienic
Not interested
No-one else around here recycles
No point in doing it
Nothing – already recycle everything I can
Other (specify)
Don't know

E. PURCHASING BEHAVIOURS

ASK ALL
Next some questions about shopping.

ASK ALL
SHOW CARD E1

E1 How much involvement do you have in decisions on what groceries your household buys?

I make all the decisions
I have a fair amount of involvement
I have a bit of involvement
I am not involved in decisions
Don't know

SHOW CARD E2

E2 At which of these types of shop does your household do grocery shopping at least once a month?

CODE ALL THAT APPLY

Out of town supermarket
Supermarket in town/village
Via the internet
Small independent shops (Greengrocer/Butcher/Fishmonger/Bakery)
Farmers market/Farm shop
Market
Convenience store/corner shop
Have vegetable box delivered
Health food shop
Other type of shop (please specify)
Don't know
Refused

IF MORE THAN ONE TYPE AT E2. SHOW SCREEN (SHOPS USED AT E2). OTHERS GO TO E4

E3 Where do you do **most** of your grocery shopping?

CODE ONE ONLY

Out of town supermarket
Supermarket in town/village
Via the internet
Small independent shops (Greengrocer/Butcher/Fishmonger/Bakery)
Farmers market/Farm shop
Market
Convenience store/corner shop
Have vegetable box delivered
Health food shop
Other type of shop (please specify)
Don't know

SHOW CARD E3

E4 Which, if any, of these products have you heard of? Please just read out the numbers.

1. Fair trade products
2. Fish certified by Marine Stewardship Council/Fish from sustainable sources
3. Timber products certified by Forestry Stewardship Council/ Timber from sustainable sources
4. Red tractor meat
5. Freedom food
6. LEAF marque food

None of these
Don't know

FOR EACH PRODUCT HEARD OF AT E4 SHOW SCREEN. IF NONE HEARD OF, GO TO E6

E5 And which, if any, of these [do you/does your household] make a conscious effort to buy?

1. Fair trade products
2. Fish certified by Marine Stewardship Council/Fish from sustainable sources
3. Timber products certified by Forestry Stewardship Council/ Timber from sustainable sources
4. Red tractor meat
5. Freedom food
6. LEAF marque food

None of these
Don't know

ASK ALL
SHOW CARD E4

E6 Which, if any, of these do you (does your household) buy on a regular basis? CODE ALL THAT APPLY.

Recycled toilet paper
Recycled kitchen roll
Free range eggs
Free range poultry
Organic food
Eco-friendly products (specify)
Other recycled products (specify)
None of these
Don't know

E7 Would you describe yourself as a vegetarian or a vegan?

DO NOT PROMPT. CODE ACCORDING TO ANSWER RESPONDENT VOLUNTEERS

Yes – Vegetarian
Yes – vegetarian who eats fish
Yes – vegetarian who eats chicken
Yes – vegetarian who eats both fish and chicken
Yes - Vegan
No
Don't know

SHUFFLE PACK
SHUFFLE CARDS AND HAND TO RESPONDENT WITH SORTING BOARD

E8 On these cards are some things people have told us earlier in our research project. Please place the cards on this board to show how much you agree or disagree with each statement

ASK RESPONDENT TO READ BACK NUMBERS IN EACH ANSWER CATEGORY, STARTING WITH 'STRONGLY AGREE'

1. I often buy second hand goods
2. I give most things I no longer want to charity or to friends and family
3. I make a point of checking where fruit and vegetables were grown before I buy them
4. I try not to buy products from a company whose ethics I disagree with
5. I would favour a system that rewarded me if I recycled everything I could and penalised me if I didn't
6. I make an effort to buy things from local producers
7. I wouldn't sacrifice my home comforts to save energy
8. I'd like to install things like insulation but I can't afford it, even if it saves money in the long run
9. I don't really give much thought to saving energy in my home
10. I don't pay much attention to the amount of water I use at home
11. If I was buying a kitchen appliance like a freezer or oven, I would only choose one with a high energy efficiency rating, even if it cost more
12. People have a duty to recycle
13. "Waste not want not" sums up my general approach to life
14. I would be prepared to pay more for environmentally friendly products

Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree
Not applicable
(NOT ON SORTING BOARD) Don't Know

E9 What, if anything, stops you from making more environmentally friendly choices in the food and groceries you buy?

DO NOT PROMPT. PROBE FULLY: What else? Anything else?

CODE ALL THAT APPLY

Nothing – I already buy all that I can
Too expensive
Not such good quality
Not available where I shop
Not enough labelling/information
Too much effort
Not enough time
Does not help the environment
Don't see the point/not interested
More important things to think about
Just don't think about it/No particular reason
Other (specify)
Don't know

F ATTITUDES AND KNOWLEDGE IN RELATION TO THE ENVIRONMENT/CLIMATE CHANGE

Next some more general questions to do with the environment

ASK ALL
SHOW CARD F1

F1 How much, if anything, would you say you know about the following terms?

READ OUT … (RANDOMISE ORDER OF STATEMENTS)

1. Climate Change (TO ALWAYS APPEAR FIRST IN LIST)
2. Global Warming
3. Carbon footprint
4. $C0_2$ or Carbon dioxide emissions
5. Carbon offsetting

A lot
A fair amount
Just a little
Nothing – have only heard of the name
Nothing – have never heard of it
Don't know

ASK ALL
SHOW CARD F2

F2 I am going to read out some changes that people might make to their lifestyles. For each one, please tell me which answer on the card applies to you personally at the moment. There are no right or wrong answers – we're just interested in what you do at the moment, **not** what you think you should or shouldn't be doing.

1. Use a car less
2. Take fewer flights
3. Cut down on the use of gas and electricity at home
4. Cut down on water usage at home
5. Recycle more rather than throwing things away
6. Waste less food
7. Buy food produced locally rather than food produced abroad

I don't really want to do this
I haven't really thought about doing this
I've thought about doing this, but probably won't do it
I'm thinking about doing this
I'm already doing this, but I probably won't manage to keep it up
I'm already doing this and intend to keep it up
I've tried doing this, but I've given up
Don't know
Not applicable

SHOW CARD F3

F3 For the next change I'm going to read out, please use Card G3

Use a more fuel-efficient car

I don't really want to do this
I haven't really thought about doing this
I've thought about doing this, but probably won't do it
I'm thinking about doing this
I've already done this
Don't know
Not applicable

SHUFFLE PACK F1
SHUFFLE CARDS AND HAND TO RESPONDENT WITH SORTING BOARD F1

F4 Next could you please sort these cards onto this board to show how much impact you think these changes would have in reducing the UK's contribution to climate change if most people in the UK were prepared to make them

ASK RESPONDENT TO READ BACK NUMBERS IN EACH ANSWER CATEGORY, STARTING WITH 'A MAJOR IMPACT'

1. Using a car less
2. Using a more fuel-efficient car
3. Taking fewer flights
4. Cutting down on the use of gas and electricity at home
5. Cutting down on water usage at home
6. Recycling more rather than throwing things away
7. Wasting less food
8. Buying food produced locally rather than food produced abroad
9. Improving or installing insulation at home

A major impact
A medium impact
A small impact
Would make no difference
(NOT ON SORTING BOARD) Don't know

SHUFFLE PACK F2
SHUFFLE CARDS AND HAND TO RESPONDENT WITH SORTING BOARD F2

F5 Now please sort these cards onto this board to show how many people in this country you think are willing to do these things

ASK RESPONDENT TO READ BACK NUMBERS IN EACH ANSWER CATEGORY, STARTING WITH 'A LOT'

1. Use a car less
2. Use a more fuel-efficient car
3. Take fewer flights
4. Cut down on the use of gas and electricity at home
5. Cut down on water usage at home
6. Recycle more rather than throwing things away
7. Waste less food
8. Buy food produced locally rather than food produced abroad
9. Improve or install insulation at home

A lot
Quite a lot
Some
A few
Hardly any
(NOT ON SORTING BOARD) Don't know

CAPI SELF-COMPLETION SECTION

Introduction/Example of how to complete.

F6 Which of these best describes how you feel about your current lifestyle and the environment?

I'm happy with what I do at the moment
I'd like to do a bit more to help the environment
I'd like to do a lot more to help to environment
Don't know

F7 And which of these would you say best describes your current lifestyle?

I don't really do anything that is environmentally-friendly
I do one or two things that are environmentally-friendly
I do quite a few things that are environmentally-friendly
I'm environmentally-friendly in most things I do
I'm environmentally-friendly in everything I do
Don't know

F8 How much do you agree or disagree with this statement?
(RANDOMISE ORDER OF STATEMENTS)

1. We are close to the limit of the number of people the earth can support
2. When humans interfere with nature it often produces disastrous consequences
3. Humans are severely abusing the environment
4. The Earth has very limited room and resources
5. if things continue on their current course, we will soon experience a major environmental disaster
6. The so-called 'environmental crisis' facing humanity has been greatly exaggerated
7. Humans are capable of finding ways to overcome the world's environmental problems
8. Scientists will find a solution to global warming without people having to make big changes to their lifestyles
9. Humans were meant to rule over the rest of nature
10. It would embarrass me if my friends thought my lifestyle was purposefully environmentally friendly
11. Being green is an alternative lifestyle; it's not for the majority
12. I find it hard to change my habits to be more environmentally-friendly
13. Any changes I make to help the environment need to fit in with my lifestyle
14. I need more information on what I could do to be more environmentally friendly
15. I sometimes feel guilty about doing things that harm the environment
16. The environment is a low priority for me compared with a lot of other things in my life
17. It's only worth doing environmentally-friendly things if they save you money
18. Climate Change is beyond control – it's too late to do anything about it
19. The effects of climate change are too far in the future to really worry me
20. The government is doing a lot to tackle climate change
21. If government did more to tackle climate change, I'd do more too
22. I do worry about the changes to the countryside in the uk and the loss of native animals and plants
23. So many people are environmentally-friendly these days, it does make a difference
24. It's not worth me doing things to help the environment if others don't do the same
25. It's not worth Britain trying to combat climate change, because other countries will just cancel out what we do
26. I don't believe my behaviour and everyday lifestyle contribute to climate change
27. It takes too much effort to do things that are environmentally friendly
28. I'd struggle to find the time to be any more environmentally-friendly than I am now

Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree

Strongly disagree
Don't Know

END OF SELF-COMPLETION SECTION

SHOW CARD F4

F9 Which, if any, of these statements would you say applies to you? You can choose as many or as few as you like. Please just read out the numbers.

1. I know a lot about environmental issues, such as climate change
2. I often talk to friends or family about things they can do to help the environment
3. I try to persuade people I know to become more environmentally-friendly
4. I've suggested improvements at my workplace/the place where I study to make it more environmentally-friendly
5. I've told relatives or friends to avoid buying from a particular company because I feel they are damaging the environment

Don't know
None of these

IF CODES 1-3 AT F1 (carbon offsetting)

F10 You said earlier that you had heard of carbon offsetting.

Have you ever paid into a carbon-offsetting scheme?

Yes
No
Don't know

IF YES AT F10

F11 What did you offset?

Flights
Other (Specify)

IF CODES 1-3 AT F1 (carbon offsetting)
SHOW CARD F5

F12 Do you think you will use carbon offsetting in the future?

Definitely will
Probably will
May/May not
Probably won't
Definitely won't
Don't know

SHOWCARD F6
IF CODES 1 or 2 AT F1 (carbon offsetting) + ONLY ASK STATEMENT 1 IF USED OFFSETTING at F10

F13 Here are some things other people have said about carbon offsetting. Please tell how much you agree or disagree with them…

1. By making people more aware of how their behaviour affects the environment, carbon offsetting encourages more environmentally-friendly behaviour in other areas of their life
2. Carbon offsetting encourages people to carry on doing things that harm the environment
3. Carbon offsetting will make no difference in the fight against climate change
4. I would trust companies offering carbon offsetting to use the money I paid in the right way

Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree
Don't Know

G. HOUSEHOLD AND RESPONDENT CHARACTERISTICS

Finally, I'd just like to ask you a few more questions about your circumstances

ASK ALL
SHOW CARD G1

G1 Are you a member of, or do you make regular donations to, any of the organisations on this card?

CODE ALL THAT APPLY

National Trust/The National Trust for Scotland
Royal Society for the Protection of Birds (RSPB)
WI (Women's Institute)
Civic Trust
Wildlife Trusts
WWF
The Woodland Trust
Christian Aid
Stop Climate Chaos
Oxfam
British Trust for Conservation Volunteers (BTCV)
Greenpeace
Ramblers Association
Friends of the Earth
Council to Protect Rural England
None of these
Another organisation concerned with the environment (specify)

SHOW CARD G2

G2 In the last 12 months, have you volunteered with, given time to or taken part in any groups?

Yes
No
Don't know
Refused

IF G2 = YES
CONTINUE SHOWING CARD G2

G3 Which of the following types of group have you volunteered with, given time to, or taken part in?

Schools
Youth / Children's Activities (outside school)
Environment/Conservation
Adult education
Sports/Exercise – in team, coaching or organising
Religion
Politics
Health, Disability , Counselling and support services, Advice on welfare
Safety / First Aid
Animal protection
Justice and Human Rights
Local Community or Neighbourhood Groups
Hobbies/Recreation/Arts groups
Trade Union Activity
Other

ASK ALL

G4 Do you read any daily newspapers at least 3 times a week?
INTERVIEWER: This would include any regional or local daily paper

Yes
No
Don't know

SHOW CARD G3

G5 Which one of the following daily newspapers do you read most often?

CODE ONE CHOICE ONLY.

Daily Express
Daily Mail
Daily Mirror
Daily Star
Daily Telegraph
Financial Times
The Guardian
The Independent
The Sun
The Times
Metro
Regional/local daily paper
Other daily newspaper
None of these

G6 Do you read any Sunday newspapers at least twice a month?

Yes
No
Don't know

SHOW CARD G4

G7 And which of these Sunday newspapers do you read most often?
CODE ONE ONLY.

News of the World
Mail on Sunday
Sunday Express
Sunday Mirror
Daily Star Sunday
The People
Sunday Times
The Observer
Sunday Telegraph
Independent on Sunday
Regional/local Sunday newspaper
Other Sunday newspaper
None of these

G8 CODE RESPONDENT'S GENDER

Male
Female

G9 Please could you tell me your age last birthday?

Numeric range (16 – 99)
Don't know
Refused

G10 **SHOW CARD G5**
To which of these groups do you consider you belong?

A. White - British
B. White – Irish
C. White – other white background
D. Mixed – White and Black Caribbean
E. Mixed – White and Black African
F. Mixed – White and Asian
G. Mixed – any other Mixed background
H. Asian or Asian British – Indian
I. Asian or Asian British – Pakistani
J. Asian or Asian British – Bangladeshi
K. Asian or Asian British – other Asian background
L. Black or Black British – Caribbean
M. Black or Black British – African
N. Black or Black British – other Black background
O. Chinese
P. Other (specify)
Don't know
Refused

G11 Do you have any long-standing illness, disability or infirmity? By long standing, we mean anything that has troubled you over a period of time, or that is likely to affect you over a period of time?

Yes
No
Don't know
Refused

IF G11 = YES

G12 And does this illness, disability or infirmity limit your activities in any way?

Yes
No
Don't know
Refused

ASK ALL
SHOW CARD G6

G13 I am now going to ask you about your household income. I only need to know an approximate amount, to see if this influences people's views and experiences.

Please can you tell me your overall HOUSEHOLD income from all sources in the last year? This includes earnings from employment or self-employment, income from benefits and pensions, and income from other sources such as interest and savings.

Please look at this card and tell me which letter represents your TOTAL HOUSEHOLD INCOME in the last year from all sources BEFORE tax and other deductions.

Annual	Weekly	Monthly
1. Under £2,500	Under £50	Under £200
2. £2,500 - £4,999	£50 - £99	£200 - £399
3. £5,000 - £9,999	£100 - £199	£400 - £829
4. £10,000 - £14,999	£200 - £289	£830 - £1,249
5. £15,000 - £19,999	£290 - £389	£1,250 - £1,649
6. £20,000 - £24,999	£390 - £489	£1,650 - £2,099
7. £25,000 - £29,999	£490 - £579	£2,100 - £2,499
8. £30,000 - £34,999	£580 - £679	£2,500 - £2,899
9. £35,000 - £39,999	£680 - £769	£2,900 - £3,349
10. £40,000 - £44,999	£770 - £869	£3,350 - £3,749
11. £45,000 - £49,999	£870 - £969	£3,750 - £4,149
12. 50,000 -£59,999	£970 - £1,149	£4,150 - £4,999
13. £60,000 - £74,999	£1,150 - £1,449	£5,000 - £6249
14. £75,000 - £99,999	£1,450 - £1,919	£6,250 - £8,299
15. £100,000 or more	£1,920 or more	£8,300 ore more

Don't know
Refused

G14 SHOW CARD G7

Which, if any, of these state benefits are you currently receiving in your own right?

ADD IF NECESSARY: That is where you are the named recipient
CODE ALL THAT APPLY

Unemployment related benefits, or National Insurance Credits
Income support (not as an unemployed person)
Sickness or disability benefits (not including tax credits)
State Pension
Family related benefits (excluding Child Benefit and tax credits)
Child benefit
Cold weather payment
Housing, or Council tax benefits
Tax credits
Other (specify)
None of these
Don't know
Refused

G15 Do you have any qualifications...?
READ OUT. CODE ALL THAT APPLY

From school college or university
Connected with work (e.g. on the job training, apprenticeship)
From Government schemes/programmes
Don't Know
No qualifications

IF CODES 1, 2 OR 3 AT G15

G16 What is the highest qualification you have?

DO NOT READ OUT, BUT PROMPT AS NECESSARY. SINGLE CODE. PRIORITY CODE: IF TWO OR MORE QUALIFICATIONS HELD, CODE THE ANSWER WHICH IS HIGHER UP THE LIST.

Degree level qualification including foundation degrees, graduate membership of a professional institute, PGCE or higher
Diploma in higher education
HNC/HND
ONC/OND
BTEC/BEC/TEC/EdExcel
Teaching qualifications (excluding PGCE)
Nursing or other medical qualification not covered above
Other higher education qualification below degree level
A-level/vocational A-level or equivalent
International Baccalaureate
NVQ/SVQ
GNVQ/GSVQ
AS-level/vocational AS-level or equivalent
Access to HE
O-level or equivalent
GCSE/vocational GCSE
CSE
RSA/OCR
City and Guilds
YT certificate
Key skills
Basic skills
Don't Know
Any other professional/vocational/foreign/other qualification (SPECIFY)

G17 Who would you say is the chief income earner in this household?
IF RELATED:
IF TWO EQUAL INCOMES TAKE THE ELDER PERSON
IF LIVING AS MARRIED TREAT AS MARRIED AND THEREFORE RELATED

IF UNRELATED:
TAKE THE RESPONDENT AS CHIEF INCOME EARNER

In CAPI shell

Respondent
Someone else

I would now like to ask you about your/their current or most recent job.

STANDARD SOCIAL GRADING QUESTIONS

G18 INTERVIEWER: CODE RESPONDENT'S SOCIAL GRADE.
In CAPI shell

A
B
C1
C2
D
E